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CONFIRMATION NO. 5265

|                                                                                                                                                                                                                                                                                                                       |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>SERIAL NUMBER</b><br>10/798,444                                                                                                                                                                                                                                                                                    | <b>FILING OR 371(c) DATE</b><br>03/12/2004<br><b>RULE</b>                                                         | <b>CLASS</b><br>705           | <b>GROUP ART UNIT</b><br>3622                                                                                                                                                                                                                                                   | <b>ATTORNEY DOCKET NO.</b><br>11032-3069 |
| <b>APPLICANTS</b><br>Dwight Allen Merriman, New York, NY;<br>Kevin Joseph O'Connor, New York, NY;                                                                                                                                                                                                                     |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| <b>** CONTINUING DATA *****</b><br>This application is a DIV of 10/254,923 09/26/2002 which is a CON of 09/293,463 04/15/1999 ABN which is a CON of 08/738,634 10/29/1996 PAT 5,948,061 <i>OK Jim</i>                                                                                                                 |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| <b>** FOREIGN APPLICATIONS *****</b><br><i>NONE</i> <i>Jim</i>                                                                                                                                                                                                                                                        |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| <b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED</b><br><b>** 05/26/2004</b>                                                                                                                                                                                                                                            |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no<br>35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after Allowance<br>Verified and Acknowledged <i>Jim</i><br>Examiner's Signature Initials |                                                                                                                   | <b>STATE OR COUNTRY</b><br>NY | <b>SHEETS DRAWING</b><br>2                                                                                                                                                                                                                                                      | <b>TOTAL CLAIMS</b><br>6                 |
|                                                                                                                                                                                                                                                                                                                       |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 | <b>INDEPENDENT CLAIMS</b><br>1           |
| <b>ADDRESS</b><br>23838                                                                                                                                                                                                                                                                                               |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| <b>TITLE</b><br>Method of delivery, targeting, and measuring advertising over networks                                                                                                                                                                                                                                |                                                                                                                   |                               |                                                                                                                                                                                                                                                                                 |                                          |
| <b>FILING FEE RECEIVED</b><br>770                                                                                                                                                                                                                                                                                     | FEES: Authority has been given in Paper<br>No. _____ to charge/credit DEPOSIT ACCOUNT<br>No. _____ for following: |                               | <input type="checkbox"/> All Fees<br><input type="checkbox"/> 1.16 Fees ( Filing )<br><input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )<br><input type="checkbox"/> 1.18 Fees ( Issue )<br><input type="checkbox"/> Other _____<br><input type="checkbox"/> Credit |                                          |